

About The Diploma



Professional Digital Marketing Diploma Overview

Our Diploma's Objective is to provide our trainees with the needed skills, techniques & tools to be able to develop a fully professional integrated digital marketing communication project through latest trends' structured curriculum with four main phases: Foundation, Focus, Major, And Applied project.

What Sets Us Apart

Formal Digital Marketing Education can only provide a trainee with a framework and a vocabulary to tackle Digital marketing challenges. However, we believe that Digital Marketing is a special blend of Arts & Science and no amount of formal schooling can teach you the experience, intuition and the creativity to be a truly gifted Digital Marketer. Therefore, we differentiate ourselves as being able to provide our trainees with the right tools & techniques to show their individual flair. Moreover, our training environment provides our trainees with the opportunity to unleash their creativity and hidden talents.

"Learn the rules like a professional, so you can break them like an artist." - Pablo Picasso

Who Should Join Diploma Program?

Our Professional Digital Marketing Diploma with its two majors of Social Media Marketing or Online Advertising is the right step for anyone with a role in the strategy planning, content creating, implementation, or outcomes monitoring of digital marketing activities & plans that need to develop his/her career – or anyone who would like to start his career in digital marketing and need to gain the core knowledge, skills, practices and techniques from foundation phase up till professionalism and take off phase.

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Professional Digital Marketing



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Search Engine Optimization

Search engine optimization is mix of coding and linking solutions that allow for certain websites to rank higher than others when specific keyword phrases are queried. On-page SEO consists of elements directly related to the architecture and content on the website, things like the platform, code design, page titles, header tags, internal link structure, are just a handful of examples. Organic search is a great leg of a long-term strategy for traffic, but in many cases proper, and large-scale organic search engine optimization can take time to build and maintain steady traffic.



Marketing Automation

Marketing Automation process is the latest technology worldwide joined the digital marketing in order to align marketing and sales processes through effective demand generation and lead management, this module will help you to know how to attract and keep customers through selecting the right marketing automation solution with understanding all available solution and selecting the right one that fits with your strategy. You will learn how to implement a successful marketing automation process that improves your response rates, your customer journey and your ROI.



Digital Marketing Introduction

This module will cover the digital marketing industry landscape while focusing on the online advertising essential topics such as display advertising, pricing models for online ads, pay per click& performance campaigns.



Google Advertising& Media Planning

This module will cover the different kinds of google campaigns and the optimum setup for them all, also the important tips to best creating and best results. The module empower you with the essetial knowledge and practical skills that helps in qualifies to pass google assessments and get google certificate in Adwords.



Strategic Media Planning

This Module will cover the essentials of strategic digital media planning. The trainee will be able to learn and implement the international SOSTAC media-planning model. Moreover, the trainee will be able to do a digital situation analysis, develop campaign objectives, develop media strategies, and finally control campaign performance. This section cannot be emphasized enough because planning is the root of all digital marketing success.



Social Media Marketing& Analytics

This Module will cover social media marketing landscape and its optimum managing. It will also cover content creation management, Facebook& Instagram advertising Twitter& Linkedin for business, social media analytics, and community management. The track is a mix between the 'Know How' and the 'Do How' with focusing on practical training.



Mobile Marketing

This module will cover mobile apps and websites landscape, mobile ecosystem international & local trends, understanding mobile consumer, mobile advertising and analytics, location-based targeting and mobile best practices.



PRINCIPLS OF DIGITAL MARKETING

CDM



PROFESSIONAL



APPLIED PROJECT